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UTILITY PATENT APPLICATION TRANSMITTAL

(Only for new nonprovisional applications under 37 C.F.R. § 1.53(b))

Attorney Docket No.	
First Inventor or Application Identifier	
Title	
Express Mail Label No.	

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO: Assistant Commissioner for Patents, Box Patent Application, Washington, DC 20231

1. [✓] * Fee Transmittal Form *(e.g., PTO/SB/17)* (Submit an original and a duplicate for fee processing)
2. [✓] Specification [Total Pages 19] (preferred arrangement set forth below)
   - Descriptive title of the Invention
   - Cross-References to Related Applications
   - Statement Regarding Fed sponsored R & D
   - Reference to Microfiche Appendix
   - Background of the Invention
   - Brief Summary of the Invention
   - Brief Description of the Drawings *(if filed)*
   - Detailed Description
   - Claim(s)
   - Abstract of the Disclosure
3. [✓] Drawing(s) *(35 U.S.C. 113)* [Total Sheets 4]
4. Oath or Declaration [Total Pages]
   - a. [✓] Newly executed (original or copy)
   - b. [ ] Copy from a prior application (37 C.F.R. § 1.63(d)) *(for continuation/divisional with Box 16 completed)*
     - i. [ ] DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 C.F.R. §§ 1.63(d)(2) and 1.33(b).

NOTE FOR ITEMS 1 & 13: IN ORDER TO BE ENTITLED TO PAY SMALL ENTITY FEES, A SMALL ENTITY STATEMENT IS REQUIRED (37 C.F.R. § 1.27), EXCEPT IF ONE FILED IN A PRIOR APPLICATION IS RELIED UPON (37 C.F.R. § 1.28).

5. [ ] Microfiche Computer Program *(Appendix)*
6. Nucleotide and/or Amino Acid Sequence Submission *(if applicable, all necessary)*
   - a. [ ] Computer Readable Copy
   - b. [ ] Paper Copy (identical to computer copy)
   - c. [ ] Statement verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

7. [ ] Assignment Papers (cover sheet & document(s))
8. [✓] 37 C.F.R.§3.73(b) Statement *(when there is an assignee)* [✓] Power of Attorney
9. [ ] English Translation Document *(if applicable)*
10. [ ] Information Disclosure Statement (IDS)/PTO-1449 [ ] Copies of IDS Citations
11. [ ] Preliminary Amendment
12. [✓] Return Receipt Postcard (MPEP 503) *(Should be specifically itemized)*
13. [✓] * Small Entity Statement(s) *(PTO/SB/09-12)* [ ] Statement filed in prior application, Status still proper and desired
14. [ ] Certified Copy of Priority Document(s) *(if foreign priority is claimed)*
15. [✓] Other: COPY OF RECEIPT OF PROVISIONAL APPLICATION ATTACHED.

16. **If a CONTINUING APPLICATION,** *check appropriate box, and supply the requisite information below and in a preliminary amendment:*

[ ] Continuation [ ] Divisional [ ] Continuation-in-part (CIP) of prior application No: ____/____

Prior application information: Examiner _____ Group / Art Unit. _____

For CONTINUATION or DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 4b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

17. CORRESPONDENCE ADDRESS

☐ Customer Number or Bar Code Label (Insert Customer No. or Attach bar code label here) or ☑ Correspondence address below

Name	RANBIR S. PADAM				
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Name (Print/Type)	FAZAL SYED RAHEMAN	Registration No. (Attorney/Agent)	
Signature		Date	03/27/2000

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STATEMENT CLAIMING SMALL ENTITY STATUS (37 CFR 1.9(f) & 1.27(c))—SMALL BUSINESS CONCERN

Docket Number (Optional)

Applicant, Patentee, or Identifier: FAZAL SYED RAHEMAN
Application or Patent No.:
Filed or Issued:
Title: Method and System of creating floating windows for displaying sponsor information, messages or programs in non-obtrusive areas of the Graphic User Interface of a software application.

I hereby state that I am
- [x] the owner of the small business concern identified below:
- [ ] an official of the small business concern empowered to act on behalf of the concern identified below:

NAME OF SMALL BUSINESS CONCERN Innovation Quest Limited

ADDRESS OF SMALL BUSINESS CONCERN 19, Kathleen Rd. LONDON SW11 2JR, UK

I hereby state that the above identified small business concern qualifies as a small business concern as defined in 13 CFR Part 121 for purposes of paying reduced fees to the United States Patent and Trademark Office. Questions related to size standards for a small business concern may be directed to: Small Business Administration, Size Standards Staff, 409 Third Street, SW, Washington, DC 20416.

I hereby state that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:

- [x] the specification filed herewith with title as listed above.
- [ ] the application identified above.
- [ ] the patent identified above.

If the rights held by the above identified small business concern are not exclusive, each individual, concern, or organization having rights in the invention must file separate statements as to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e).

Each person, concern, or organization having any rights in the invention is listed below:
- [x] no such person, concern, or organization exists.
- [ ] each such person, concern, or organization is listed below.

Separate statements are required from each named person, concern or organization having rights to the invention stating their status as small entities. (37 CFR 1.27)

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

NAME OF PERSON SIGNING FAZAL SYED RAHEMAN

TITLE OF PERSON IF OTHER THAN OWNER

ADDRESS OF PERSON SIGNING 103, FIRDOS APTTS, NEW COLONY, NAGPUR-440001 INDIA

SIGNATURE _____ DATE 03/27/2000

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METHOD AND SYSTEM OF CREATING FLOATING WINDOWS FOR DISPLAYING SPONSOR INFORMATION, MESSAGES OR PROGRAMS IN NON-OBTRUSIVE AREAS OF THE GRAPHIC USER INTERFACE OF A SOFTWARE APPLICATION

INVENTOR INFORMATION

Name : Fazal Raheman

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ASSIGNEE INFORMATION

Name : Innovation Quest Ltd.

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CROSS-REFERENCE TO RELATED APPLICATIONS

This non-provisional application claims the priority filing date from its preceding provisional application number 60/136,847 and filing date 06/01/99 entitled, "Method and System of Creating Floating Windows for Displaying Sponsor Information or Messages in the Substrate Areas of the Graphical User Interface of a Software Application."

STATEMENT REGARDING FEDERALLY SPONSORED RESEARCH OR DEVELOPMENT

Not Applicable

REFERENCE TO A MICROFICHE APPENDIX

Not Applicable

BACKGROUND OF THE INVENTION

The parting century has seen tremendous growth in Radio, Television and Press as media for news and entertainment for common man. Access to information on Radio and television is totally free, while the cost of a printed newspaper is heavily subsidized to make it affordable for every Tom, Dick and Harry. All this has been possible because of the advertisements that are run on these media, the revenue from which support the delivery of these services to the users, who would have otherwise paid the full price of subscribing to these services. Without advertisements radio and television would not have become an integral part of the modern human race.

As the world prepares to enter the next millennium, computers are increasingly entering into homes to become household gadgets. Modern computers are not just capable of performing the routine computing needs, but also all the functions of conventional media, telecommunication and business transactions. All this requires the purchase of software and services by the user. Some of these costs are high enough to limit the role of computers in common man's daily routine. The high cost of software is also a driving force for the huge illegitimate use of pirated software products worldwide, especially in the third world countries. According to the results of a third independent study on global software piracy, conducted by the Business Software Alliance (BSA) and the

Software Publishers Association (SPA), the two leading trade associations of the software industry, revenue losses to the worldwide software industry due to piracy were estimated at $11.4 billion (US). The study estimates that, of the 574 million new business software applications installed globally during 1997, 228 million applications – or 40% – were pirated. This represents an increase of two million more new applications being pirated than in 1996. The software piracy is on the rise, although several products are available on the market for preventing illegitimate use of unauthorized copies of software. There was 16 percent decrease in estimated losses between 1995 and 1996, which were generally attributed to lower software prices. Piracy of a product is directly proportional to the need, availability and affordability of the product. The more affordable a product, the lower is it's piracy.

Shareware is an industry, which is barely supporting the talented but struggling programmers, who entirely depend on whatever little money the shareware users volunteer to pay them. If a fair compensation is paid to the shareware programmers from revenues generated by sponsor advertising, without increasing the shareware user costs, the shareware industry will become strong enough to bring high quality software to the computer users, without the inhibitory costs of retail software.

None of the present day software products available on the market incorporate sponsor messages, advertisements or any such approach to either subsidize the end user cost of the software application or improve the customer service offered by the software manufacturer. The computer's inherent interactive nature prevents the utilization of the conventional media advertising approach followed by the radio and television media. While a radio or television program can be interrupted briefly to relay advertising messages, a user working on an application cannot stop to watch advertisements. Hence novel approaches have to be adapted which neither interrupt the work of the user nor cause nuisance to the user. The prior art contains one such attempt made by Pirani and

Ekedal (US Patent No. 5105184). Although the disclosure of Pirani and Ekedal is a technologically viable proposition, it falls short of transforming their invention into a commercially viable product, which is why even after almost a decade following their disclosure, no software products incorporating their invention have seen the marketplace. The invention of Pirani and Ekedal teaches the display of advertisement on the various screens of the application, such as menu screen, help screen etc. In a programming language e.g. visual basic, each screen of the application is represented by a form module, which contains programming codes for event procedures, sub-routine procedures and function procedures. Displaying an advertisement on a particular screen, will be a sub-routine procedure, which has to be encoded in the corresponding form module at design time. In practice any software manufacturer will be reluctant to insert subroutine codes for the advertisement file in each and every form module of the ready to market software application, which is required to enable Pirani and Ekedal invention. The risk for introducing new bugs is significant to affect the performance of the software application itself or at least cost the manufacturer further development time. Moreover, this kind of invention will be most likely practiced by the software resellers who subsidize the cost by ads, rather than the software manufacturer, who sells the software in retail. Integration of advertisement according to the teachings of Pirani and Ekedal will expose the source code to the resellers as a consequence of integration. No manufacturer of commercial software application will disclose the source code of his software product to the reseller. Another problem with this kind of integration of ads in the software application is the time relevance of the advertisement, which is very important in today's fast paced computer savvy world. An advertisement, integrated today in a software application, according to the teachings of Pirani and Ekedal, will be history in 6 months, without an update. Yet another shortcoming is absence of a link to the sponsor of specific advertisement for transacting potential business with the sponsor, or retrieving further information on the sponsor's products and services. These deficiencies will discourage a sponsor from paying for the advertisement.

Goldscheider and Konle in their invention of a system for the transmission and display of visual information described in Patent No. WO 97/06636 issued on February 2, 1997, disclose a method for displaying advertisements on to the user's screen area from where the user can order the product or service advertised. They also suggest that such advertisement revenue can subsidize the cost of Internet access. But their invention fails to describe any means of assuring that the user does not avoid seeing the advertisement. This is essential, as advertisers would not want to pay for the unscrupulous use of the free or subsidized use of the Internet services, if their ads are not watched or seen voluntarily by the users. Secondly they also fail to show that such advertisement window retains the focus by permanent default, which is very important for assuring that the window display messages are visible to the user all the time that he is logged in to the service. They further fail to show a user-friendly way of getting around the window for accessing the information masked by such window. Very recently NetZero, Inc., Alta Vista, and other Companies like Tritium Network, Freei.Net, etc. have come up with their own versions of ad display approaches to subsidize the cost of Internet access. All of these companies are following more or less the same approach. They run an ad strip, which is displayed on the screen either blocking a functional area of the user's browser application or reducing the browsing window size of the user's browser application. Such ad display windows developed by these companies retain the focus by permanent default assuring continuous display of the advertisement, thereby limiting the unscrupulous use, but they however mask or reduce the document window, to which they provide no easy solution. To access areas masked by such ad strips one has to physically move such ad strips, which may be quite annoying for the user.

Ideal method and system for sponsor information displays in software applications should contain the following qualities.

1. Minimum programming integration with the target software application.
2. Ease of running sponsor displays in any software application or between

several applications or in a platform of applications, without modifying the source code of the individual form modules of the application.

3. Minimum interference with the user interaction with the target software application.
4. Minimum or no manipulation of the sponsor display window by the user.
5. Maximum non-stop display time and pixel space.
6. Regular update of the data displayed via a network link such as Internet or TV broadcast.
7. Ease of access to the application menus, tools and controls with no compromise on functionality of the application.
8. URL link for improving customer service or providing sponsor access to the user for any service or request desired.

BRIEF SUMMARY OF THE INVENTION

It is a primary object of the invention to provide a method and system for real time display of sponsor information in software applications, such sponsor information include data, voice, video or a foreign program interface. More specifically it is an object of the invention to create non-obstructive floating windows in the substrate areas of a software application, for displaying sponsor information.

It is another more particular object of the invention to provide a method and system for minimizing the design time integration of sponsor information with the source code of the software application. It is still another object of the invention to provide maximum visibility and non-stop display time for the sponsor information. It is yet another object of the invention to provide easy and automatic access to the menus, tools and controls.

It is further object of the invention to provide a method for preventing user manipulation of the sponsor information display. It is yet another object of the

invention to provide a method and system for updating the sponsor information display and a method and system for providing URL link to the sponsor web site. It is also an object of the invention to provide a broadband video display interface within a software application.

As an example in one particular embodiment, the invention is preferably implemented in a computer having a processor, a modem, an operating system, a graphical user interface, the target application, an HTTP-compliant browser and an account with the Internet service provider. In such case, the novel and advantageous features of the invention are achieved using a first means, responsive to opening of the target application, for locating the floating windows in the substrate areas of the target application, a second means for retrieving and displaying the sponsor information in the floating windows, a third means of user access to the substrate areas for operating the menus, tools, controls etc., a fourth means of user access to the sponsor web site via the sponsor display; and further means of updating the sponsor information by programmed link with the sponsor web site in the background during the idling time of the web browser.

In a practical implementation of the preferred embodiment, the method begins with the display of the floating windows in the substrate areas, when the target application is opened. The floating windows retrieve from a specific directory path, the corresponding file or signals for display. The user can access the underlying substrate area by simply moving the mouse cursor in the desired area of substrate. The floating window disappears, swaps or moves to another location, until the cursor stays in the substrate area or for a predefined time. After finishing the routine, as the user returns the cursor back into the document area, the floating window reappear instantly. In another preferred embodiment this can also be achieved by displaying such menus, tools and controls in the document window in response to a right mouse click or a keyboard strike or a combination of both when the user desires to access such menus, tools and controls.

The menus, tools and other controls, hiding behind the floating windows can be accessed in a non-intrusive manner in one of the following ways, without having to manually move such floating windows.

a) The floating window disappears as the cursor / mouse pointer is moved on to the corresponding substrate area, thereby allowing no interference in user maneuvering of the menus, tools, controls etc.

b) The floating window moves to a new location in response to the cursor / mouse pointer exposing the menus, tools controls etc..

c) Such menus, tools and controls are displayed in the document window in response to a mouse click or a keyboard strike or a combination of both when the user desires to access such menus, tools and controls.

d) Such menus, tools, controls and other information is compiled in the sponsor message window itself which can be swapped in response to a mouse click or a keyboard strike or a combination of both when the user desires to access such menus, tools, controls and other information.

The user can also access the sponsor's web site in response to the sponsor information by using the control key – mouse click combination or an alternate key activation, in response to which the sponsor's URL link is activated, and the desired web page is displayed in a default HTML-compliant browser, after establishing a contact with the sponsor host server. The display information file although located in the client machine non-volatile data storage area, is intermittently updated in the background, during the idling time of a browsing session.

In another embodiment the floating windows can be displayed in the part of document areas not in use by the user. In another embodiment the method displays a foreign program interface or icon window in an open software application, which window responds to the cursor movement, by disappearing or moving to a different location when the cursor is moved in such interface or icon

area, and returns when moved away. The interface or icon can further be accessed by cursor, using the control key - mouse click combination or an alternate key activation, in response to which the foreign program can be executed.

The preceding description outlines some of the more pertinent objects of the present invention, which should be construed to be merely illustrating some of the more prominent features and applications of the invention. Other features will be obvious by referring to the Detailed Description of the preferred embodiment.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWING

The following drawings explain the features of the present invention as described in the Detailed Description.

FIG. 1. shows schematically a functional overview of the preferred embodiment and particularly shows the user maneuvering of the floating windows to access the substrate areas.

FIG. 2. shows the scheme for auto updating the floating windows sponsor information from the sponsor web site to the location of sponsor information file in the storage of the user machine during the idling time of a web browsing session.

FIG. 3. shows schematically the method for user access to the sponsor web site via the sponsor information display in the floating windows.

FIG. 4 shows schematically a functional overview of an alternate embodiment to access the substrate areas.

DETAILED DESCRIPTION OF THE INVENTION

The system enabling the preferred embodiment of the present invention on a client machine, comprises of an Internet ready CPU, a display monitor, mouse, keyboard, any operating system software such as DOS or Windows 95 from Microsoft, Inc., Linux or Mac OS etc., the target software application and the software of the present invention. Figure 1 is a block diagram of the appearances of the display screen, during the course of a normal use of the target software application, in the method of the preferred embodiment. When the user opens the target application, the method of preferred embodiment is enabled (Screen 1). The full screen view of the target application comprises of the document window **10**, the upper floating window **12** anchored to the upper substrate area and the lower floating window **14** anchored to the lower substrate area of the target application. Each of the floating window displays one or more sponsor messages. The mouse cursor **16** is placed in the document window. When user moves **18** the cursor into the upper substrate area **20**, the upper floating window disappears exposing the upper substrate area **22** of the target application (Screen 2). Using the mouse cursor **20** in the upper substrate, user can perform all the functions of the target application without any interference from the floating window. In a similar fashion when the mouse cursor is moved **24** from the document window **16** into the lower substrate area **26** the lower floating window disappears making the lower substrate area available for user maneuvering (Screen 3). Alternatively the floating windows can slide to a new location instead of disappearing, thereby exposing the hidden areas.

Figure 2 is a block diagram depicting the method of preferred embodiment enabling the automatic content update of the floating window displays. The content file for the floating windows is stored in the memory storage area of the client machine such as the hard disk drive **40**. When the application is running these files are retrieved from the specific directory in the storage area and

displayed **40A** & **40B** in the specific floating windows. These sponsor content files are updated intermittently in the background during the idling time of a web browsing session. The sponsor URL links **30** & **34** are activated intermittently during a browsing session, irrespective whether the target application is open or closed, and in response an updated sponsor content file is downloaded from specific sponsor web sites **32** & **36** to replace the older sponsor files stored in the hard disk or any such memory storage area **40** of the client machine. Such a file download follows a standard file transfer protocol (FTP) **38** or any such appropriate procedure.

Figure 3 is a block diagram depicting the method of present invention providing user access to the corresponding web site of each and every sponsor messages in the floating window. If the user wishes to go to the sponsor's web site via the floating window sponsor display, the user can press the control key on the keyboard and move the mouse cursor simultaneously in the floating window area. The floating window will not disappear. The user can position the cursor at a desired location on the floating window and click the mouse **42** while still pressing the control key. This activates the link **44** to the specific server hosting the sponsor web site **48** and launches **46** the default web browser **52** installed on the client machine. As a result, the sponsor's desired hypertext document **50** is displayed in user's web browser application **52.**

Figure 4 is the block diagram illustrating a variation in the cursor responsive maneuvering of the floating windows in the preferred embodiment. When user moves **18** the cursor into the upper substrate area **20**, the upper floating window moves to a location in the document area **54,** exposing the upper substrate area **22** of the target application (Screen 2). Using the mouse cursor **20** in the upper substrate, user can perform all the functions of the target application without any interference from the floating window. In a similar fashion when the mouse cursor is moved **24** from the document window **16** into the lower substrate area **26** the lower floating window moves to a location in the document area **54,** making the lower substrate area available for user maneuvering (Screen 3).

Thus the features of the present invention can be utilized in a very user friendly and non-obstructive display of sponsor messages in any software application of the present state-of-the-art. These sponsor messages can also be updated and linked to the sponsor web sites for any business transaction that the user may desire. These features will eventually encourage the sponsors to buy display spots in software application programs, thereby generating significant revenues in sponsorships. This in return will lead to reducing or eliminating the end user cost of the software application, thereby having a negative impact on the piracy of such a software. If a licensed copy of choice software application can be acquired by the end user at a nominal cost, there will be little incentive for circulating pirated versions. The floating windows of the instant invention provide an effective vehicle for displaying paid sponsor messages in a software application, thereby subsidizing the end user cost of software application.

The programming codes for such floating windows are written as sub-routine codes in an external module of the corresponding application or as a patch program which piggybacks on the target application, thereby minimizing the interference with the source code of the target application. The data of such floating windows is updated from the files stored in the resident memory of the client machine, which are auto updated in the background by establishing URL links to the corresponding sponsor sites during the idling time of a user web browsing session.

In the preferred embodiment the floating windows are anchored to and displayed continuously or intermittently, on the substrate areas of an application or take the area of the substrate in an application where substrate area is not present by default. The floating window can align horizontally or vertically. In another related embodiment the menus, tools, controls etc., can be in the form of embedded Java applet or DHTML form, accessed from any part of the document window by a mouse, keyboard or combination command launching.

In yet another embodiment the menus, tools, controls and some such information is compiled in the floating window itself, which window during the normal run time displays sponsor messages, and in response to a mouse or keyboard command swaps the sponsor message with the menus, tools, controls and such other information.

In another embodiment the floating window program of the present invention runs as a stand alone default start up program of the client machine, thereby displaying the floating window contents on a desktop screen or on / as a screen saver.

In yet another embodiment of the present invention, the floating window program runs by default with every application installed on client machine and displays sponsor messages continuously in the substrate area of each and every application, which is open. In other words the floating window retains the focus even when the focus is moved from one application to another.

In still another variation of this embodiment, the floating window continuously displays sponsor messages in a defined area outside and tiled with the open application window. These sponsor messages are in the form of data, voice or video files.

In yet another embodiment of the present invention the floating window is a means of real time communication between employees of a company or institution or a chat group.

In yet another embodiment it displays real time mail and incoming messages. In still another embodiment it displays real time news, commentaries etc. In yet another embodiment at least one of the floating windows may function as an interface for transmission of the local radio or television broadcast.

While the preferred embodiment of the present invention is disclosed as a method in terms of block diagrams, it will be understood by a person of ordinary skill in the art, that an apparatus or an article of manufacture, such as a pre-recorded disk or other similar computer program product can be used to facilitate the practice of the method of this invention. It will be understood that such apparatus and articles of manufacture also fall within the spirit and scope of the invention. Several embodiments of the present invention are specifically illustrated and described herein above. However, it will be appreciated that modifications and variations of the present invention are inherently covered by the above teachings and fall within the purview of the appended claims, without departing from the spirit and intended scope of the invention.

CLAIMS

What I claim as my invention is:

1. A graphics user interface based computer program product and method of creating one or more floating windows, by permanent default, anchored to the substrate or document areas of the same or an unrelated software application, installed on a client machine, enabling real time continuous or intermittent display of sponsor documents, files, messages, broadband video, programs etc., which window retains focus and is non-obstructive allowing automatic mouse or keyboard command access to the hidden / invisible or swappable menus, controls, tools, any information masked by such window, and cannot be closed, moved, manipulated, interacted or unfocused, in any other way than defined by the sponsor.

2. The method of claim 1, wherein such floating windows are HTML & JAVA compliant interface which is either running as a patch program or is integrated with the application software, as an external module sub-routine procedure.

3. The method of claim 1, wherein such floating window disappears or moves to another location, exposing the menus, controls, tools etc. or any other information instantly, as the user accesses such menus, controls, tools etc., using either the mouse pointer or the keyboard command, and returns as the user returns to the remaining document display area or after a predefined time lapse.

4. The method of claim 1, wherein the menus, controls, tools and any other information masked by the floating windows can be accessed by launching such menus, controls, tools etc in the form of embedded Java applet or DHTML form in any part of the document area in response to a mouse or keyboard command.

5. The method of claim 1, wherein such menus, tools, controls and other

information are compiled in the sponsor message window itself, which information can be swapped in response to a mouse click or a keyboard strike or a combination of both, when the user desires to access such menus, tools, controls and other information.

6. The method of claim 1, wherein such floating windows display and auto update the documents, files, messages by auto retrieving substitute files from computer's storage area and / or by downloading the corresponding files from predefined web site URL, using any standard file transfer protocol such as HTTP or FTP.

7. The method of claim 1, wherein the floating window opens and runs as a desktop start up program and displays on the desktop wallpaper, tiled with the desk top icons, or displays on / as a screen saver or integrated within a Web browser.

8. The method of claim 1, wherein the floating window is programmed to display in a non obstructive fashion, in more than one or all the applications installed on the client machine.

9. The method of claim 1, wherein the floating window is a means of real time communication between employees of a company or institution or members of chat group.

10. The method of claim 1, wherein the floating window displays in real time, customized news, client mail, faxes, messages, the broadcast of a local radio or television channel or broadband video signals.

11. A computer program product and method of creating one or more floating windows in a GUI application running on a client machine, wherein such windows,

a) are always located outside the client user or the document display area of an application,

b) are anchored to part or all of the substrate areas of the application if the application has substrate areas,

c) are, along with the document, simultaneously in active focus of the same or parallel running application,

d) are displayed by permanent default with the opening of the application, continuously or intermittently, for either a predefined length of time or until the closing of the application,

e) disappear, swap or move to another location exposing the menus, controls, tools etc. in the substrate area instantly as the user accesses such menus, controls, tools etc., using either the mouse pointer or the keyboard command, and return as the user returns to the document display area,

f) display contents in HTML or JavaScript format or broadband video, which can be accessed for full view display, by a keyboard command or by keyboard mouse command combination.

g) can neither be closed, moved, manipulated or interacted in any other way than illustrated in e) and f), by the user without closing the application.

12. The method of claim 11, wherein such floating windows display in real time, stored or online, sponsor, application manufacturer, reseller or paid service provider (such as news service, stock brokerage service etc.) messages.

13. The method of claim 11, wherein such menus, controls, tools etc. can also be accessed by displaying such menus, controls, tools etc in the document area in response to a mouse or keyboard or combination command.

14. The method of claim 11, wherein such floating windows display and auto update the display, by auto retrieving substitute files from computer's storage

area and / or by downloading the corresponding files from predefined web site URL using a HTTP or FTP file transfer protocol.

15. The method of claim 11, wherein such menus, tools, controls and other information is compiled in the sponsor message window itself which information can be swapped in response to a mouse click or a keyboard strike or a combination of both when the user desires to access such menus, tools, controls and other information.

16. The method of claim 11, wherein the program is either built into the application such as a Web browser or written as add-on user interface patch.

17. The method of claim 11, wherein the floating window displays in real time, customized news, client mail, faxes, messages.

18. The method of claim 11, wherein the floating window is a means of real time communication between employees of a company or institution and members of chat group.

19. The method of claim 11, wherein the floating window is programmed to display, in more than one or all the applications installed on the client machine.

20. The method of claim 11, wherein the floating window is an interface for transmitting the broadcast of local radio or television channel or broadband video.

ABSTRACT OF THE DISCLOSURE

Most software applications of the present time have graphic user interface comprising of a document display window and a document supporting substrate area. The document display window is the area where the application user inputs the data and views the results. The substrate areas contain the menus, tools, controls and other accessories, which support the execution of the document. The focus of the application user most of the time is the document window. The substrate area is accessed only intermittently for using the menus, tools and other controls. Depending upon the type of application and the view settings, about 60 to 80 percent of the visible display area is covered by the document window. The remaining 40 to 20 percent is the substrate area. The present invention uses the substrate areas of a software application for displaying sponsor messages / information, contained in one or more floating windows Such floating windows, continuously display in a user friendly way, sponsor messages / information, in a programmed fashion, and also contain URL address for linking the user to the sponsor's web site via an Internet connection, activated by clicking a keyboard mouse combination or by key strike alone or by clicking a button in the corresponding substrate area. The menus, tools and other controls hiding behind the floating windows can be accessed in a non-intrusive manner in one of the several automatic cursor-responsive ways described in the embodiment, without having to manually move such floating windows.

In another preferred embodiment, such cursor-responsive floating windows are not restricted to the substrate areas and can be located in the document area for displaying information in layers.

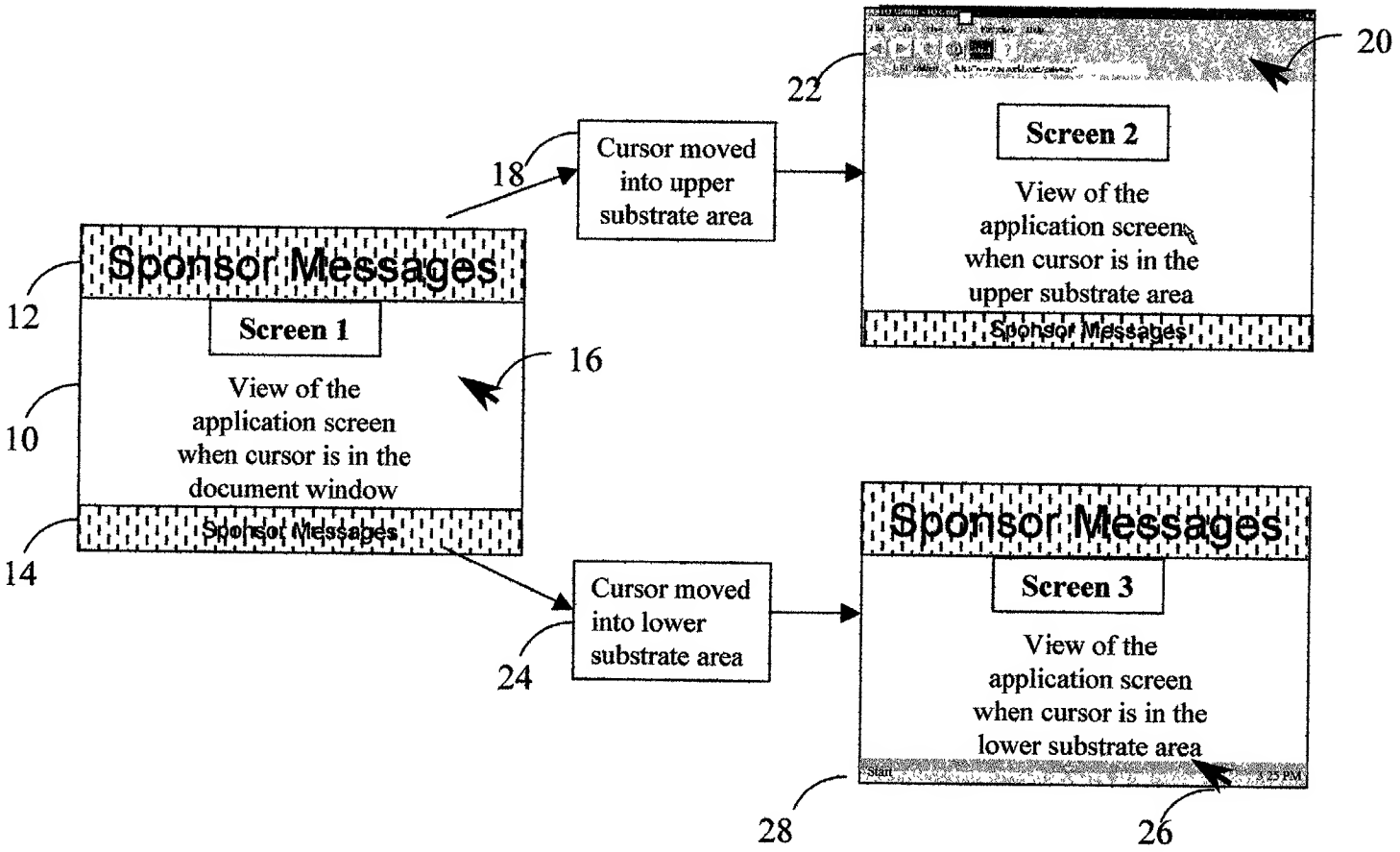
Sponsor Messages
Screen 1
View of the application screen when cursor is in the document window
Sponsor Messages
Cursor moved into upper substrate area
Cursor moved into lower substrate area
Screen 2
View of the application screen when cursor is in the upper substrate area
Sponsor Messages
Sponsor Messages
Screen 3
View of the application screen when cursor is in the lower substrate area
10
12
14
16
18
20
22
24
26
28

FIG. 1

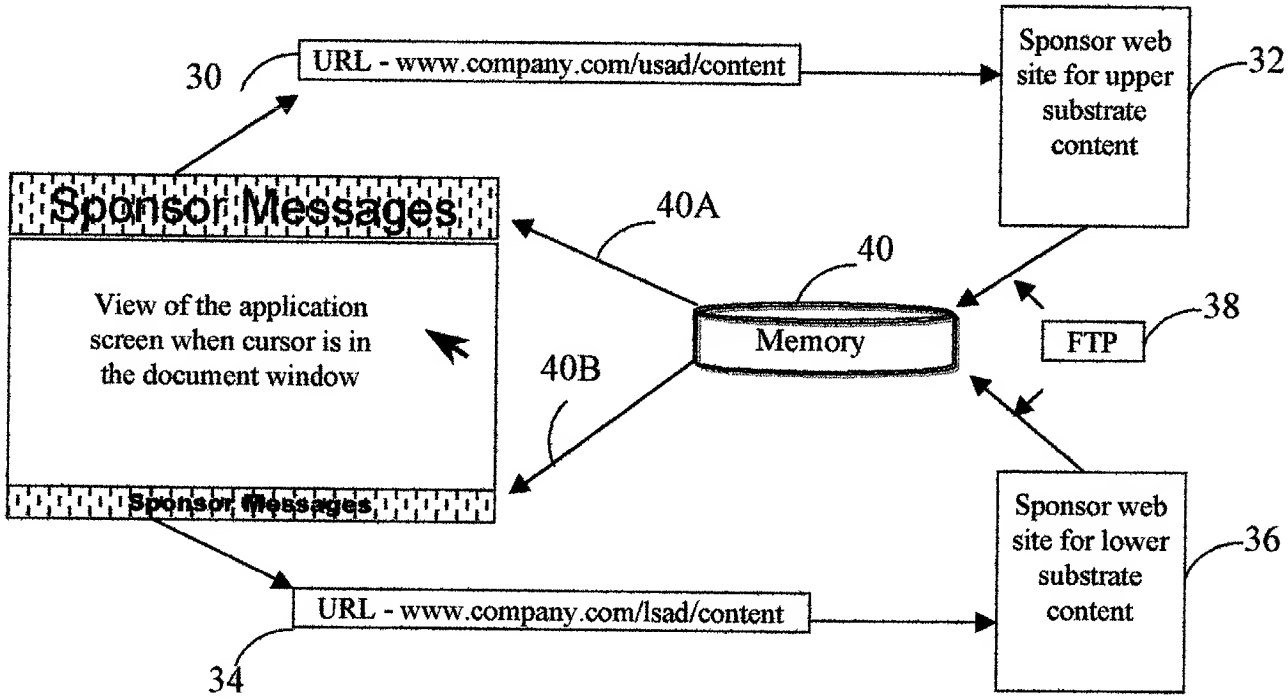
30
URL - www.company.com/usad/content
Sponsor web site for upper substrate content
32
Sponsor Messages
40A
40
View of the application screen when cursor is in the document window
Memory
FTP
38
40B
Sponsor Messages
Sponsor web site for lower substrate content
36
URL - www.company.com/lsad/content
34

FIG. 2

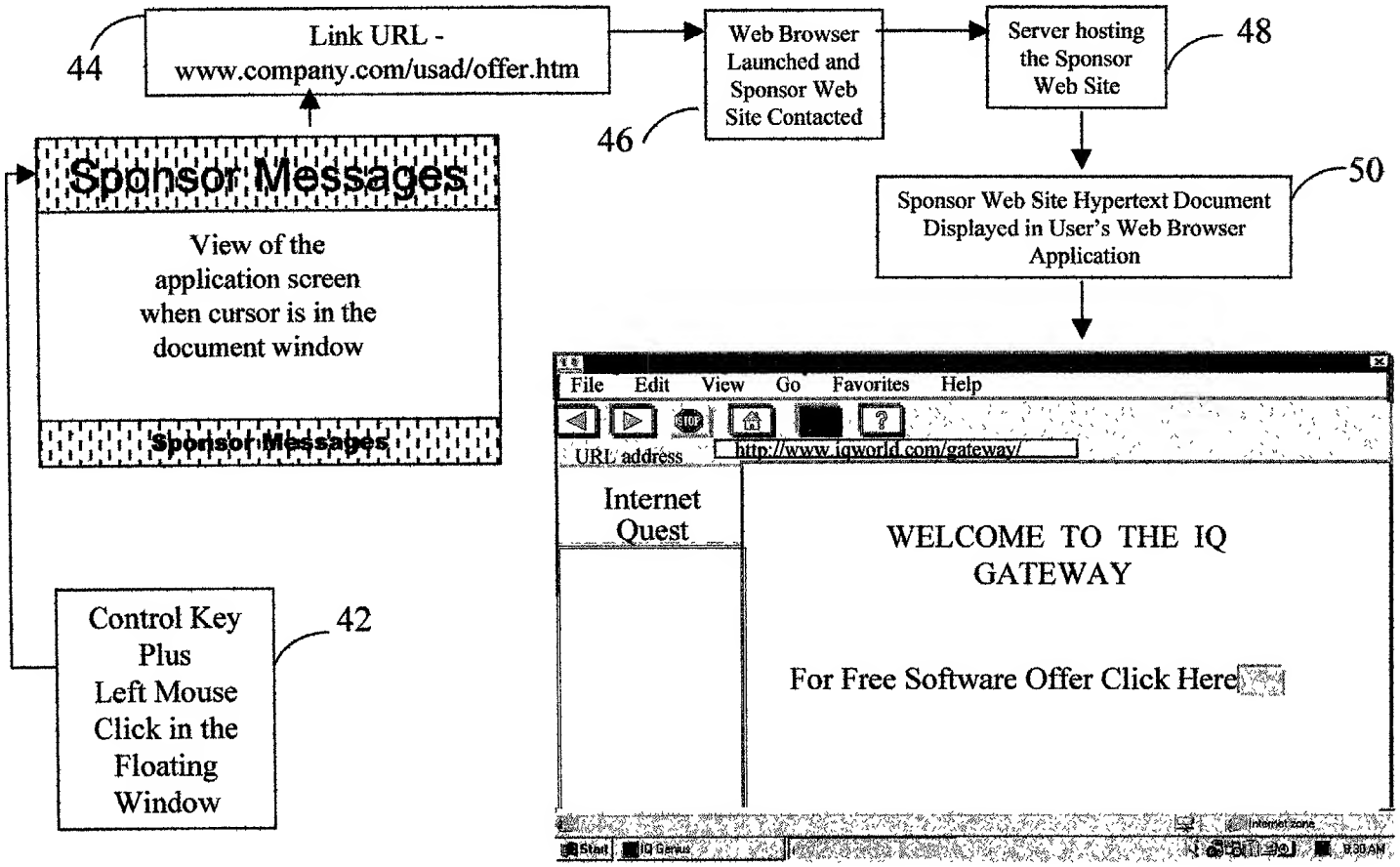
Link URL -
www.company.com/usad/offer.htm
44
Web Browser Launched and Sponsor Web Site Contacted
46
Server hosting the Sponsor Web Site
48
Sponsor Web Site Hypertext Document Displayed in User's Web Browser Application
50
Sponsor Messages
View of the application screen when cursor is in the document window
Sponsor Messages
Control Key Plus Left Mouse Click in the Floating Window
42
File Edit View Go Favorites Help
URL address
http://www.iqworld.com/gateway/
Internet Quest
WELCOME TO THE IQ GATEWAY
For Free Software Offer Click Here
Start
IQ Genius

FIG. 3

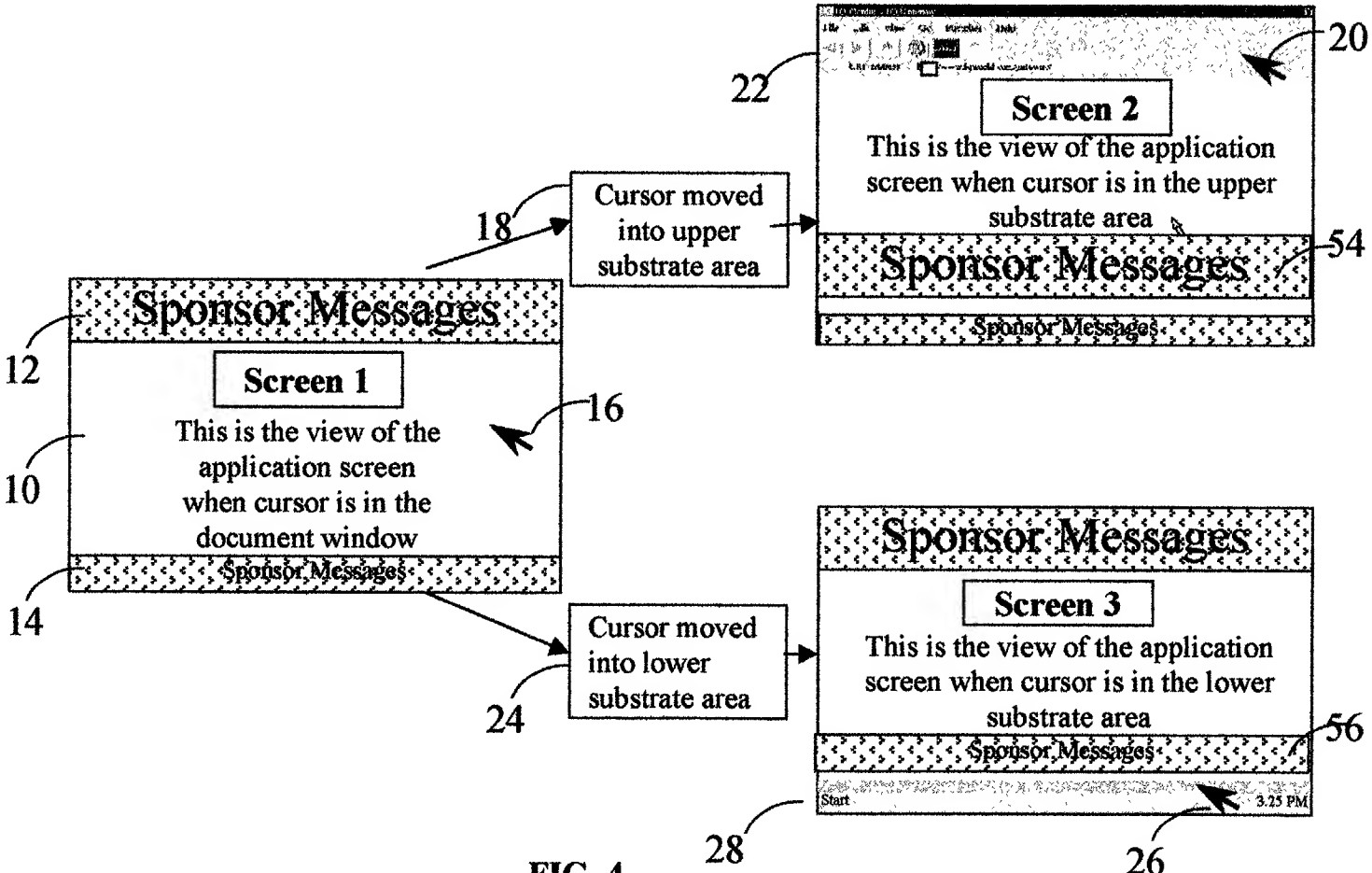
Screen 2
This is the view of the application screen when cursor is in the upper substrate area
Sponsor Messages
Sponsor Messages
20
22
54
Cursor moved into upper substrate area
18
Sponsor Messages
Screen 1
This is the view of the application screen when cursor is in the document window
Sponsor Messages
12
10
14
16
Cursor moved into lower substrate area
24
Sponsor Messages
Screen 3
This is the view of the application screen when cursor is in the lower substrate area
Sponsor Messages
Start
3.25 PM
56
28
26

FIG. 4

POWER OF ATTORNEY - IRREVOCABLE

Be it known that I, Fazal Raheman, do hereby nominate, constitute and appoint Innovation Quest Limited, London, UK, my true and lawful attorney-in-fact, for me and in my name, place, and stead. My attorney-in-fact shall have full powers and authority to do and undertake all acts on my behalf that I could do personally in connection with the assigned intellectual property rights to the following pending patent application:
Provisional application number 60/136,847, filing date 06/01/99 entitled, "Method and System of Creating Floating Windows for Displaying Sponsor Information or Messages in the Non-Obtrusive Areas of the Graphical User Interface of a Software Application."

To sign, seal, execute, deliver, and acknowledge such deeds, leases, licenses as assignee of the said intellectual properties, and such other written instruments of whatsoever kind and nature as may be necessary or proper;

To make, do, and transact all and every kind of documents whatsoever nature and kind in pursuance of the said intellectual property patenting procedure;

GIVING AND GRANTING unto my said attorney-in-fact full power and authority to do and perform every act necessary, requisite, or proper to be done in as fully as I might or could do in enforcing the herein assigned intellectual property rights to the aforementioned pending patent applications, if personally present, with full power of substitution and revocation, hereby ratifying and confirming all that my said attorney shall lawfully do or cause to be done by virtue hereof.

EXECUTED this 3rd day of January, 2000

Fazal Raheman

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New Colony, Nagpur 440 001
India

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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

☐ Declaration Submitted with Initial Filing **OR** ☐ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	
First Named Inventor	
COMPLETE IF KNOWN	
Application Number	/
Filing Date	
Group Art Unit	
Examiner Name	

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD AND SYSTEM OF CREATING FLOATING WINDOWS FOR DISPLAYING SPONSOR INFORMATION, MESSAGES OR PROGRAMS IN NON-OBTRUSIVE AREAS OF THE GRAPHIC USER INTERFACE OF A SOFTWARE APPLICATION.

(Title of the Invention)

the specification of which
☑ is attached hereto
OR
☐ was filed on (MM/DD/YYYY) _____ as United States Application Number or PCT International Application Number _____ and was amended on (MM/DD/YYYY) _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or of any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	
60/136,847	06/01/1999	☐ Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

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DECLARATION — Utility or Design Patent Application

I hereby claim the benefit under 35 U.S.C. 120 of any United States application(s), or 365(c) of any PCT international application designating the United States of America, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application.

U.S. Parent Application or PCT Parent Number	Parent Filing Date (MM/DD/YYYY)	Parent Patent Number *(if applicable)*

☐ Additional U.S. or PCT international application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

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OR
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Name	Registration Number	Name	Registration Number

☐ Additional registered practitioner(s) named on supplemental Registered Practitioner Information sheet PTO/SB/02C attached hereto.

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Address							
City	BALTIMORE			**State**	MD	**ZIP**	21228
Country	USA	**Telephone**	410-747 3293	**Fax**	410-510 1056		

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name of Sole or First Inventor: ☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any])	Family Name or Surname
FAZAL SYED	RAHEMAN

Inventor's Signature						**Date**	3/27/2000
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Post Office Address	NEW COLONY						
City	NAGPUR	**State**	MS	**ZIP**	440001	**Country**	INDIA

☐ Additional inventors are being named on the ____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto